

JAMES R. GILLETTE, 169 WASHINGTON CIRCLE, LAKE FOREST, ILLINOIS
 SPRING LIST 1956, ROOTED AFRICAN VIOLET LEAVES

AZURE BEAUTY Imp. Dbl. Blue and White
Angel Lace. White with lilac blue
 fringed edge. Ready in May
 AIR WAVES, Dbl. frilled White
 BALMY BLUE. Light puffed double
 BETS LEE TEE. Mauve semi-miniature
 BLACK HAWK. Almost black single
 BRENITA GIRL. Rose red
 BO-PEEP. Lavender orchid. White edge
 BERNICE, Dbl. light blue
 BLUSHING. Dbl. White pink flushed
 BLUE PEAK. Dbl. Blue with white border
 BLUE BORDER. White with Blue border
 BLACK MAGIC. Dbl. Blue with golden
 center
 BLUE BELLS. Dbl. true Blue
 BLEEDING HEART. Red
 FRUSSEL SPROUTS. Odd blue bloom
 CHANTREUSE. Single Green and White
 CARIOCA, Frilled Red
 CURLY LOCKS, Dbl. White. Bronze leaf
 CRUSADER. Dbl. Rose Red
 CHERRY VALLEY. Single Rose
 CORDOVAN QUEEN. Mahogany frilled single
 CHINA BLUE. Large flower
 Dbl. BLUE CUSHION
 Dbl. PAINTED GIRL. Red and White
 DELFT DUTCHESS. Delft Blue white edge
 Dbl. INSPIRATION. Orchid Lavender
 DEBONNET QUEEN. Vivid Red
 Dbl. JUBILEE SUPREME. Orchid Red
 EDITH CAVELL. Tinted Ivory
 FANTASSETTE. Fantasy Girl
 FILIBUSTER. Dbl. DARK Orchid
 FIESTA FLARE. Flat Red double
 FROSTED BLUE LACE. Blue ruffled with
 frosted white effect.
 FAIRY CUSHION. Semi-double red and
 white with lavender edge.
 GENT'S BLUE CLUSTER. Double
 HOLLY SUPREME. Blue
 HILDEGARD. Rose red orchid
 HIGH NOON. Deep red bi-color
 INDESCREET. Vivid dbl. rose pink
 INNOCENSE. White
 JUDY MADSEN. Dbl. Lavender Orchid
 LAVENDA. Dbl. Orchid
 LILAC BALLET. Single frilled white
 tinted with lilac
 LACY LAVENDER
 MINDY. Single large Red
 MISS ANNA BEEKE LEE. Dbl. variegated
 orchid lavender
 MADAM KERN. Ruffled Rose Orchid
 MARVEL BEAUTY. Orchid bi-color
 MINE ALONE. Dbl. Blue
 PANSY. Light blue with White edge
 PAINTED GIRL. Dbl. Red and White

PAINTED GIRL. Single Red and White
 PANDORA. Light Blue sweetpea
 PEACH BLOSSOM. Like name
 GIANT PURPLE MONARCH
 RED COMET. Dbl.
 RED BEAUTY. Dbl.
 ROSE PINK QUEEN. Dbl.
 ROSE PINK BOUQUET. Dbl.
 RICH MAHOGANY
 ROYAL SCOTT. Dbl. Orchid Red
 ROBIN HOOD. Dark Red bi-color
 RUFFLED HEIRESS. Frilled dark blue
 ROSE WING. Single frilled white tinted
 with Rose
 RED WING
 STAR 2. Semi-double white. Star center
 SPOONED WINE DOUBLE
 SUGAR BABE. Plum bi-color white edge
 SPRING BOUQUET. Semi-double rose
 SHADRACK. Large single Purple
 SNOW PRINCE. Single White
 SANTA MARIA. Ruffled pale Blue
 VELVET QUEEN. Ruffled Orchid
 WAVERLY. Light Blue frilled
 WHITE MADONNA. Dbl.
 WHITE PRIDE. Dbl.
 WHIFF. Red
 WIND SONG. Single light Blue
 YOUNG BESS. Dbl. Painted Girl
V A R I E G A T E D L E A V E S
 SILVER SNOW. Single White
 SNOW PRINCESS. Red. Sport of Winter-
 green
 WINTRY NIGHT. Dbl. Blue
 WINTERGREEN. Dbl. Blue and White
S I N G L E P I N K S
 ATOMIC PINK. Very dark
 BLUSHING PINK. Light
 BECKY SHARPE. Dark cupped shape bloom
 EMBER PINK. Fused Pink
 PINK FRINGETTE
 PINK GLOW. Irrescent
 PINK CHEER
 PINK SHOCKIN
D O U B L E P I N K S
 ARBUTUS(Baxter)
 BOUNTIFUL.(Lyons)
 CUSHION. (Ulery)
 CLOUD(Lyons)
 DRESDEN.(Peters)
 HEART THROB(Ulery)
 LAGOON.(Peters)
 MASTERPIECE. (Holton & Hunkel)
 PERFECTION.(Holton & Hunkel)
 PUFF(Lyons)
 TREND(Ulery)
 VICTORY(Ulery) and WILDROSE(Lyons)

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SPRING LIST, 1956 CONTINUED

MINIATURES

Owing to the fact that only three or four leaves are gotten from mature miniature African Violet plants, the supply is limited. Please make second choice.

Baby Finger. Orchid bi-color
Dewight's White Double
Dresden. Mauve
Ice Girl. White
Lavender Elfin Girl
Miss Black Beauty
Miss Red Head Girl
Miss Liberty. Blue with white edge
Naughty Marietta. Pink
Shine Boy. Blue
Small Fry. Blue
Songstress. Blue
Tiny Girl. Blue

PRICE: 175cents per leaf

Again we offer JESSPE, one of the most outstanding African Violets in its class. With the deeply frilled dark leaves, sometimes almost black; and its ability to be constantly in bloom and its hardiness, all these qualities make Jesspe great.

This season we are offering three as follows:

Jesspe No. 1. Single frilled dark purple

Jesspe No. 2. Semi-double dark purple

Jesspe No. 3. Double dark purple

Mrs. Setzler, the originator of Jesspe will have them on display at the National Convention in Minneapolis, April 19-21. See them and you will agree that they are great.

PRICE: One dollar per leaf

We are asked so many times concerning the soil we use and the pots. We cannot ship either. Write to

The Kohl Company, Elkhart Lake, Wisconsin for pots .
Borchardt Fuel Company concerning soil. They are at
Highland Park, Illinois

1. The first step is to identify the problem. In this case, the problem is that the company is not meeting its sales targets.

$\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$